

## CLAIMS:

1. In a method of driving a passive matrix display having a plurality of addressable rows and a plurality of columns to which successive frames of video data is applied and which intersect said rows to form a plurality of sub-pixels which when grouped together into sets form a pixel, the improvement comprising simultaneously addressing successive pairs of said rows for selecting distinct sets of a fixed number of said sub-pixels forming said pixel from a superset of said sub-pixels surrounding said pixel for each of a set of sub-frames within a frame of said video data, and applying video data to each of said sets of sub-pixels in such a manner that the time average of the video data over said frame of video data is in accordance with a video image to be displayed for said frame.

2. The improvement of claim 1 having two sets of six sub-pixels, each defined by the intersection of three fixed adjacent columns and two selected adjacent rows and wherein said rows are selected according to a progressive format.

3. The improvement of claim 1 having two sets of six sub-pixels, each defined by the intersection of three fixed adjacent columns and two selected adjacent rows and wherein said rows are selected according to an interlaced format such that said rows are alternately grouped into odd and even sets.

4. The improvement of claim 1 having three sets of three sub-pixels arranged as sub-pixel triads spanning two rows selected from a superset of five adjacent sub-pixels wherein each set has a common sub-pixel.

A 5. The improvement of claim 2 ~~or claim 3~~ wherein each set of sub-pixels consists of two red, two green and two blue sub-pixels for a full colour display

6. The improvement of claim 4 wherein each set of three sub-pixels consists of a red, green and blue sub-pixel for a full colour display

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